

Reasons Did Not Get Phone Service

• Among Those Who Never Had It, Tried to Get It and Did Not

	Non-customers			
	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>Hispanic</u>
	%	%	%	%
% Never had it but have tried to get it	7	7	7	9
<i>Among this group —</i>				
R. decided not to get it	34	26	34	36
Reasons (read list) —				
Could not afford it	24	26	24	32
Confused about services/costs	6	5	6	8
Phone co. wouldn't give it	60	58	60	55
Reasons (read list) —				
Had outstanding balance	24	48	22	18
Did not have SS#, DL, acceptable ID	31	5	33	30
Couldn't pay deposit	*	5	-	1
Other/not reported	5	5	5	8
Don't recall who decided	6	16	5	9
<i>Projected to total —</i>				
Tried, couldn't get	4	4	4	5
Base	(30)	(19)	(20)	(26)

* Less than 0.5%

Source: Q.26, 27, 28, 29, 40(NC)

About Efforts to Get Phone Service (among those who have never had it)

Table 3.12

Those who have never had phone service as an adult (35 % of non-customers) were asked a series of questions about their efforts to get phone service.

Responses are shown opposite.

Highlights

Most of those who have never had phone service as adults have never tried to get it (79% have not done so). Only about one in five (21%) of the never-hads say they have tried to get it. Most of them have done so recently, within the past year.

By company: Responses are the same for both companies.

By ethnicity/race: Among all groups, most of those who have never had phone service have NOT tried to get it. Differences (shown opposite) are not statistically significant given the small base sizes.

Ability to Get Phone Service

Customers

Ever tried to get phone service
in CA and not been able to get it?

	<u>Total</u> %	<u>GTE</u> %	<u>PB</u> %	<u>Hispanic</u> <u>Tot</u> %	<u>LD</u> %	<u>NLD</u> %	<u>Black</u> %	<u>White</u> %
Yes	3	4	3	2	2	2	4	4
No (able to get)	97	97	97	98	98	98	96	96
Base	(566)	(287)	(279)	(347)	(201)	(146)	(112)	(98)

Non-customers

Total have tried	72	72	72	68	61	78	77	78
Have had in past (able to get)	65	65	65	59	53	68	69	76
Not had, but tried to get	7	7	7	9	8	10	8	2
Phone co. willing (able to get)	2	3	2	4	1	8	2	*
Phone co. not willing	4	4	4	5	7	2	6	2
Total able to get	67	68	67	63	54	76	71	76
% of tries able to get	93	94	93	93	89	97	92	97
% of tries not able to get	6	6	6	7	11	3	8	3
Base	(571)	(288)	(283)	(347)	(205)	(142)	(115)	(94)

Source: Q.31(C), Q.23, 26, 27(NC)

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Reasons Did Not Get Phone Service

Table 3.13

Those who have tried to get phone service (21% of the 35% who have never had it) were asked whether they decided not to get it or whether the phone company decided not to give it to them.

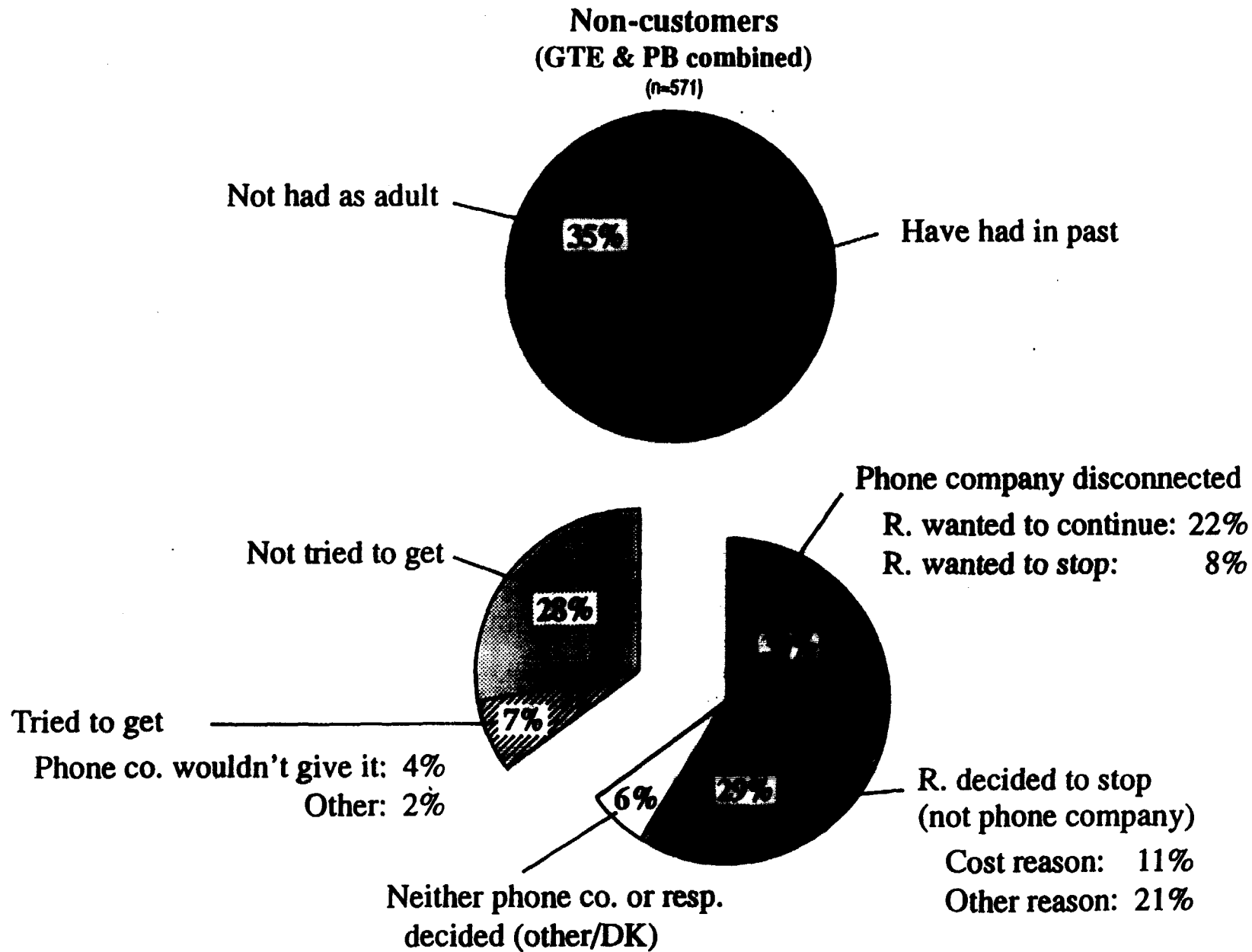
There are only 39 non-customers who got to this point in the interview.

Highlights

Three in five of the 7% who tried but did not get phone service say it was the phone company that would not give it to them. About one-third say they decided not to get it, mostly because they felt they could not afford it.

See Table 3.14 for how this compares to matched customers.

Summary of Past Experiences with Phone Service



Source: Table 3.18

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3.15A

11267/BEPT/DOOR/D, TABLES PMS-104

Ability to Get Phone Service

Table 3.14

Highlights

As shown opposite, only 3% of the current matched customers in these low telephone penetration areas say that they have ever tried to get phone service and been unable to get it from the phone company.

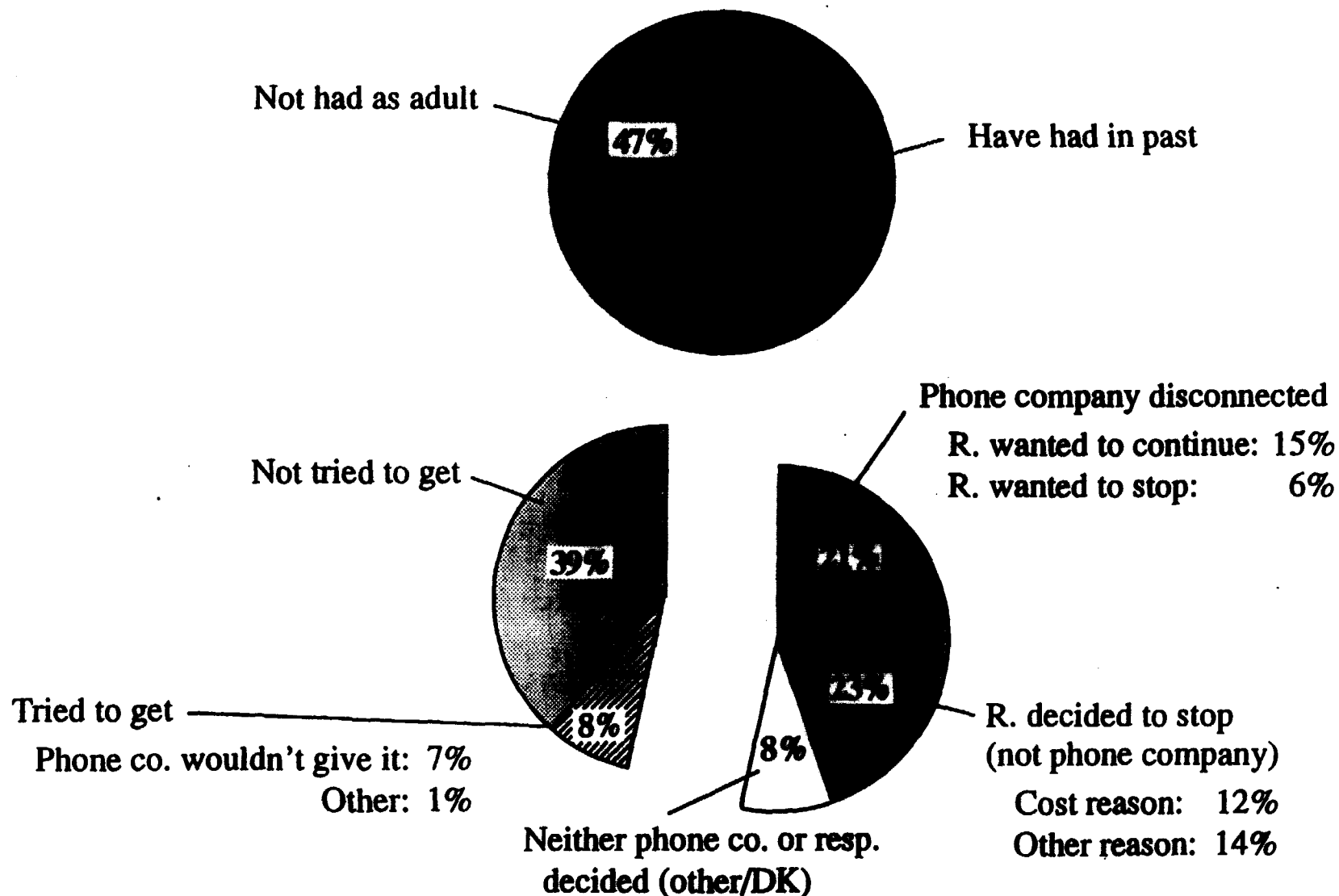
In contrast, as shown on the previous page, 60% of the non-customers who tried to get phone service (7%) say they were unable to get it from the phone company, mostly because they either had an outstanding balance which they could not pay or did not have the required identification (Social Security Number, Driver's License or other acceptable ID).

To better determine whether non-customers as a group have been less able to get phone service *when they apply* than their customer counterparts, one needs to take into account the 65% who have had phone service, i.e. who were, at one time, able to get it.

When this is done, one sees that 72% of the non-customers have tried to get it: this includes the 65% who had it in the past plus the 7% who have tried and were unable to get it. Of the total tries (72%), 67% were able to get it: 65% have had plus 2% who tried and were not turned down. This means 93% *of those who tried* were able to get it.

Summary of Past Experiences with Phone Service among LD Hispanics

LD Hispanic Non-customers
(GTE & PB combined)
(n=205)



Source: Table 3.18

Summary of Past Experiences with Phone Service

Table 3.15A

Shown opposite is a summary of past experiences with phone service among non-customers.

Highlights

About two-thirds of non-customers have had phone service in the past as adults. (Mostly this is within the past year and in California. About two in five say they had the special low income service, an equal number say they did not, i.e. had regular service.)

About one-third have never had phone service as adults.

Of those who have had service:

About half of this group, or 30% of all non-customers, had their service disconnected by the phone company. Most of them, at the time, wanted to continue. Some say they wanted to stop.

The other half decided to stop getting phone service themselves, often for reasons not related to cost with the result that just 11% in total did so because of the cost.

Of those who have never had service:

Most (28% of all non-customers) have never tried to get it.

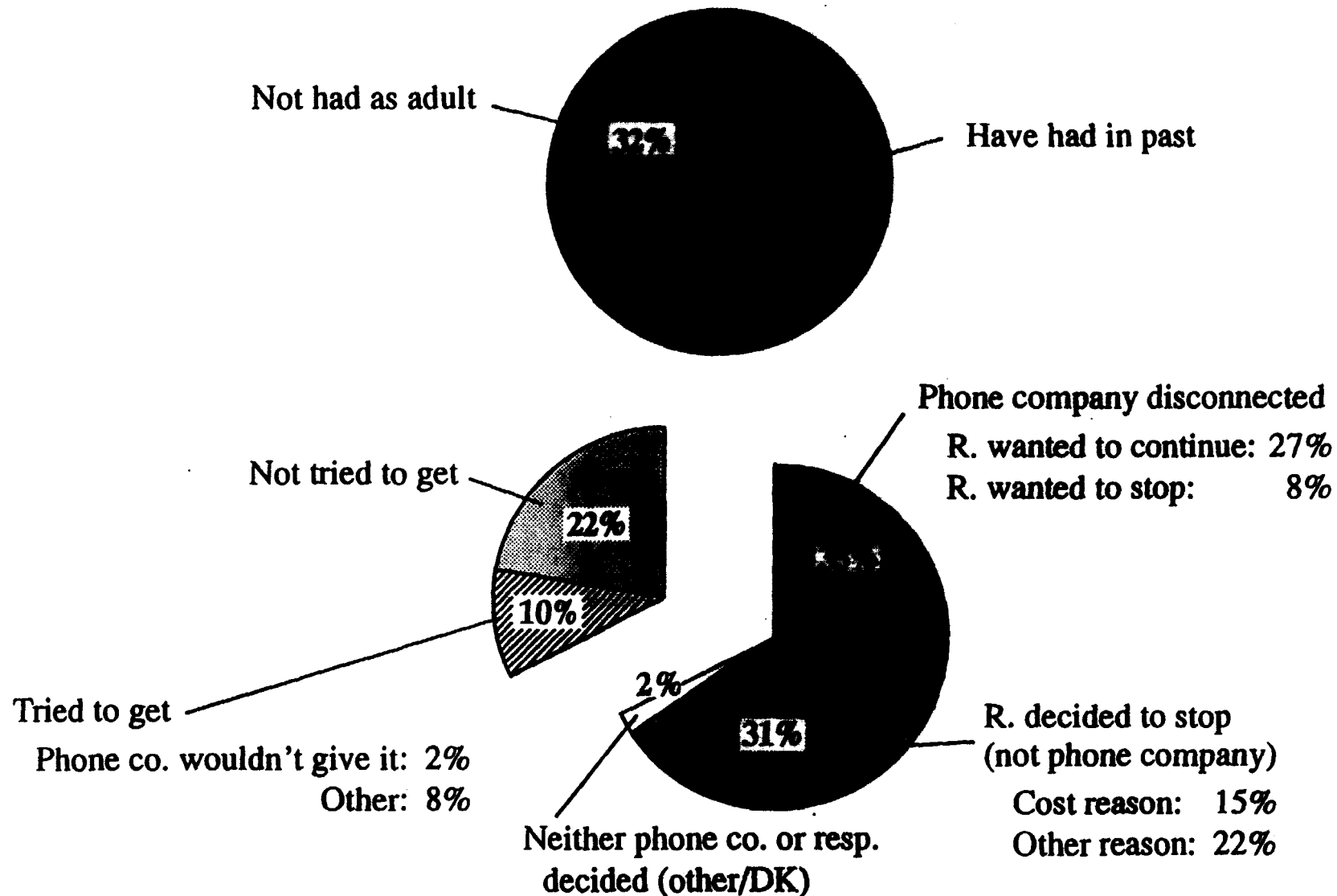
The few who have tried to get it (7% of all non-customers) divide about equally into those who decided not to get it and those who were unable to get it because the phone company would not let them have it (4%).

These data do not vary significantly by phone company.

The breakdowns by ethnicity/race follow (Tables 3.15B - 3.15E).

Summary of Past Experiences with Phone Service among NLD Hispanics

NLD Hispanic Non-customers
(GTE & PB combined)
(n=142)



Source: Table 3.10

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3.15C

11257/RBPT/DOOR/D_TABLES PH-120

Summary of Past Experiences with Phone Service among LD Hispanics

Table 3.15B

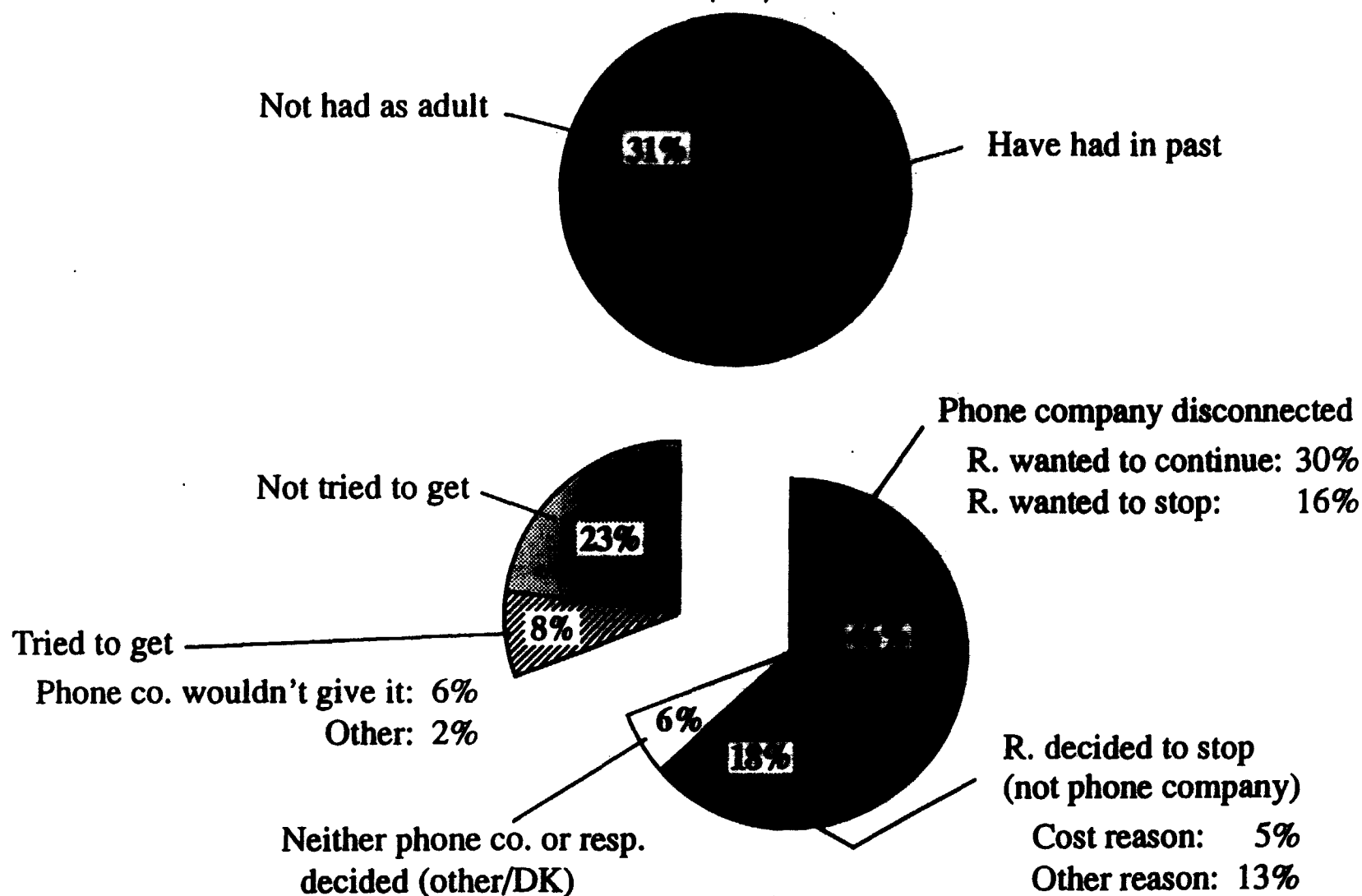
Highlights

As shown opposite, about half of the LD Hispanics have had phone service in the past, but 47% have not. (LD Hispanics are notably less likely to have had phone service in the past than others: 53% have had vs. 68% for NLD Hispanics, 69% for Blacks and 76% for Whites.

LD Hispanics who have had phone service divide about equally into those who were disconnected by the phone company (21%) and those who decided, themselves, to stop service (23%). Among those who decided to stop, about half cite cost as the reason and about half cite other things (mobility mostly).

Summary of Past Experiences with Phone Service among Blacks

**Black Non-customers
(GTE & PB combined)
(n=115)**



Source: Table 3.10

3.15D

Field Research Corporation

112567/REP/DOOR/D_TABLES.P415-121

Summary of Past Experiences with Phone Service among NLD Hispanics

Table 3.15C

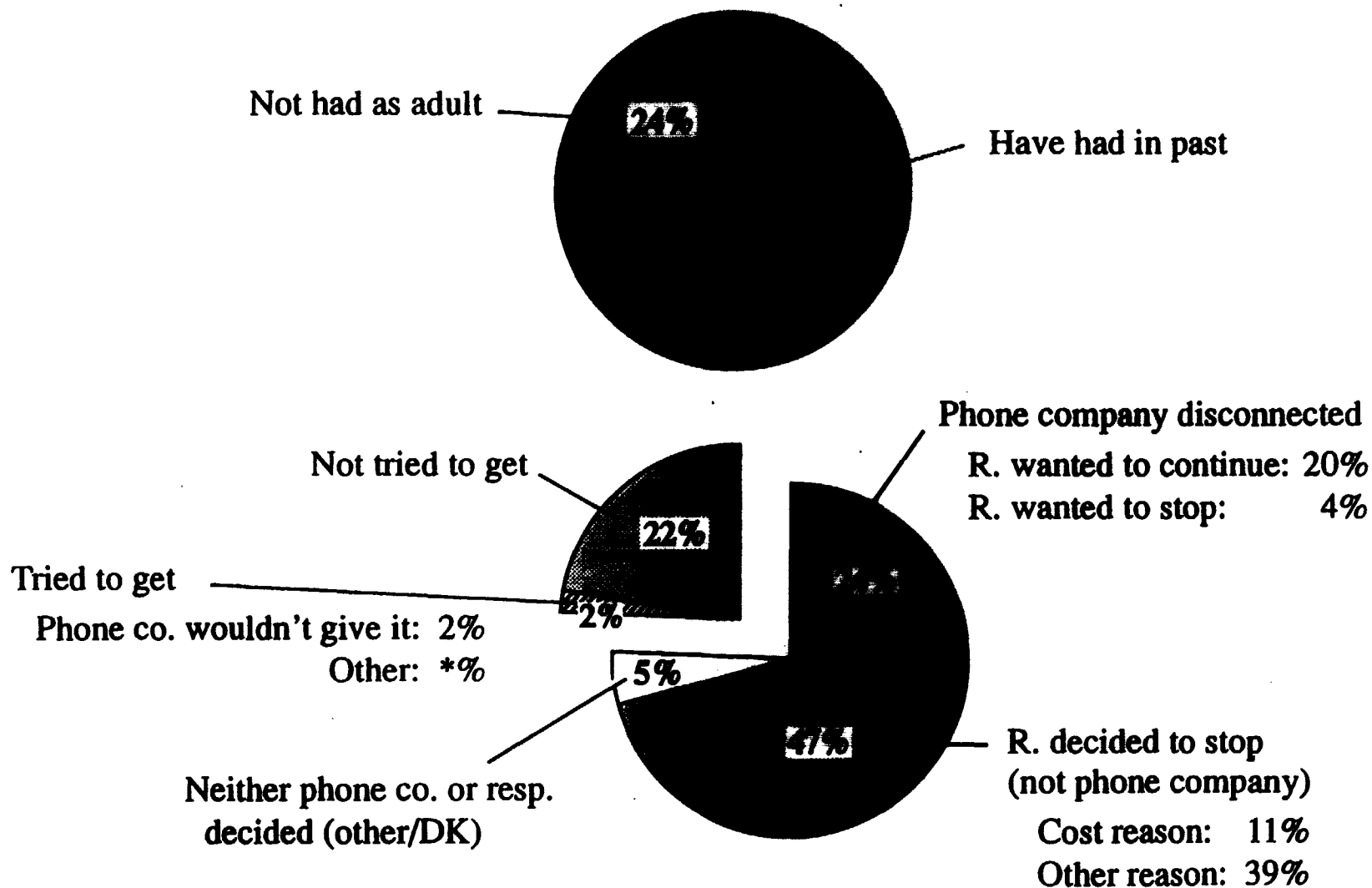
Highlights

As shown opposite, the majority of NLD Hispanics have had phone service in the past: 68%. They are more likely to have had it than their LD Hispanic counterparts (53%), but as likely to have had it as Blacks (69%) and Whites (76%).

NLD Hispanics who have had phone service divide about equally into those who were disconnected by the phone company (35%) and those who decided, themselves, to stop service (30%). Among those who decided to stop, about half cite cost as the reason and more than half cite other reasons (often, mobility).

Summary of Past Experiences with Phone Service among Whites

White Non-customers
(GTE & PB combined)
(n=94)



Source: Table 3.18

* Less than 0.5%

Summary of Past Experiences with Phone Service among Blacks

Table 3.15D

Highlights

As shown opposite, the majority of Blacks (69%) have had phone service in the past; this is about the same as NLD Hispanics (68%) and Whites (76%) but higher than LD Hispanics (53%).

Two-thirds of the Blacks who have had phone service had it disconnected by the phone company (46% in total). The rate of phone company disconnects is much higher for Blacks than for Hispanics or Whites.

Summary of Past Experiences with Phone Service

	Non-customers			Hispanic					
	Total	GTE	PB	Tot	LD	NLD	Black	White	
	%	%	%	%	%	%	%	%	
Have had in past	65	65	65	59	53	68	69	76	3.1
Phone co/both disconnected	30	33	30	27	21	35	46	24	3.5
R. wanted to continue	22	25	22	20	15	27	30	20	3.8
R. wanted to stop	8	8	8	7	6	8	16	4	
R. decided to stop	29	29	29	26	23	31	18	47	3.5
Cost reason	11	12	10	13	12	15	5	11	3.7
Other reason	21	20	21	17	14	22	13	39	3.7
Other/don't recall	6	3	6	6	8	2	6	5	
Not had in past	35	35	35	41	47	32	31	24	3.12
Tried to get	7	7	7	9	8	10	8	2	3.12
Phone co. said no	4	4	4	5	7	2	6	2	3.13
Had outstand. bal.	2	3	2	2	2	*	4	*	
No SS#/DL/ID	2	*	2	2	3	2	2	2	
Could not pay deposit	*	*	-	*	*	-	-	-	
R. decided not to	2	2	2	3	1	6	2	*	3.13
Cost reason	2	2	2	3	1	5	-	*	
Other reason	1	*	1	1	1	1	2	-	
Don't recall	*	1	*	1	*	2	*	-	
Have not tried to get	28	28	28	32	39	22	23	22	3.12
Base	(571)	(200)	(203)	(347)	(205)	(142)	(115)	(94)	

* less than 0.5%

Source: Q.23, 26, 28, 33, 36, 37, 38, 40(MC)

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Summary of Past Experiences with Phone Service among Whites

Table 3.15E

Highlights

As shown opposite, 76% of Whites have had phone service in the past. This is about the same as Blacks and NLD Hispanics, but higher than LD Hispanics.

About one-third of the Whites who have had phone service had it disconnected by the phone company (24%). This is lower than found among Hispanics or Blacks. Two-thirds of the Whites who had phone service decided, themselves, to stop it. Among this group, most of the reasons given for doing so are not related to cost -- most cite having to move or just no longer wanting it. In this respect, too, Whites are different from the Hispanics and Blacks.

Further Analysis of 28% Who Never Had, Never Tried to Get

	<u>Non- customers</u> %	<u>Never had, never tried to get</u> %		<u>Non- customers</u> %	<u>Never had, never tried to get</u> %
Think COULD get phone service	62	70	Aware phone co. has Spanish speaking reps	80	71
Plan to get it	74	52	Aware ULTS (name)	54	34
Say it is "EASY" to call phone company	78	74	And correctly describe	40	25
Inconvenient not to have phone service	71	56	Interested in having —		
Mean \$ of phone calls/month	\$13	\$7	ULTS	77	75
Mean # of calls/week	9	4	Call Control Service	70	66
Think phone service would cost —			Ethnicity —		
Able to give estimate	89	79	Hispanic	56	64
Average amount/month	\$28	\$22	Black	20	16
Think that would be —			White	23	18
Easy to afford	80	78	Speak Spanish, not English at home	22	36
Have contacted phone co. & dissatisfied	28	25	Uncomfortable speaking English	73	74
			Income \$15,300 or less	67	68
			Qualify for ULTS	83	86

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Summary of Past Experiences with Phone Service

Table 3.16

Shown opposite is the summary of past experiences with the phone company by company and by ethnicity/race.

Highlights

By company: No major differences by company.

By ethnicity/race: LD Hispanics are less likely than others to have had phone service. Whites, Blacks and NLD Hispanics are each about equally likely to have had phone service.

Blacks show the highest percentages of phone company disconnects (46%), followed by NLD Hispanics (35%). Whites and LD Hispanics show the lowest incidence of phone company disconnects among their respective non-customer pools.

In all cases, relatively few of those who don't have it have tried to get it.

Caveat: The intent of this display is to show how the total non-customer pool for each ethnic/racial group breaks down in terms of past experiences with phone service. The reader interested in knowing, for example, what percentage of those who have had service have had it disconnected by the phone company should review Tables 3.5 to 3.6.

Further Analysis of 28% Who Never Had, Never Tried to Get

Table 3.17

As indicated earlier, 35% of non-customers have never had phone service as adults and most of them have never tried to get it. This group, the "never had, never tried to get", represents 28% of the non-customers.

In an effort to better understand why they have never tried to get phone service, the responses of this group are compared to the responses of all non-customers.

Highlights

Those who have never had phone service and never tried to get it (28% of all non-customers), as compared to all non-customers are...

- as likely to think they could get it
- less likely to plan to get it
- as likely to say it is easy to call the phone company
- less likely to see it as inconvenient not to have service
- spend less on phone calls
- make fewer calls per week
- think it would cost roughly the same to have service
- are just as likely to think it would be easy to afford
- are no more or less satisfied with contacts they have had with the phone company
- are equally aware the phone company has Spanish speaking representatives
- are considerably less aware of ULTS
- are just as interested in having ULTS (after learning about it)
- are not that different with respect to ethnicity, income, comfort in speaking English

In sum, it appears that there are two main reasons they have not tried to get phone service: they do not make as many calls or feel they need it as much as other non-customers and they are less aware of ULTS. As a group, they find it just as easy to call the phone company, just as easy to afford phone service and just as likely to feel they could get it as other non-customers.

Chapter 4.0 Perceptions of, Experiences with Telephone Company and How These Affect Whether Have Service or Not

Examines:

Attitude toward contacting the phone company (comfort)

Satisfaction with past contacts

How phone company could make it easier to get phone service

Feelings about Contacting Phone Company

	<u>Non-customers</u>							<u>Matched Customers</u>			
	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>Hispanic</u>					<u>Total</u>	<u>GTE</u>	<u>PB</u>
	%	%	%	<u>Tot</u>	<u>LD</u>	<u>NLD</u>	<u>Black</u>	<u>White</u>	%	%	%
				%	%	%	%	%			
<i>Contacting phone company is —</i>											
Very easy for me	68	68	67	65	56	78	71	73	85	89	85
Somewhat easy	11	8	11	12	15	8	7	10	8	6	8
Somewhat difficult	14	13	15	17	25	6	13	8	5	4	5
Very difficult	8	11	7	6	4	8	10	9	2	2	2
Difficult	22	24	22	23	28	14	23	17	7	5	7
Less than very easy	33	32	33	35	44	22	30	27	15	12	15
Base	(571)	(288)	(283)	(347)	(205)	(142)	(115)	(94)	(566)	(287)	(279)

Source: Q.42(MC); Q.27(C)

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Feelings about Contacting Phone Company

Table 4.1

All respondents were asked how they feel about calling the telephone company.

Responses are shown opposite.

Highlights

About two-thirds of the non-customers say that calling the telephone company is "very easy" for them to do and another 11% say it is "somewhat easy". This leaves about one in five non-customers (22%) who finds it "difficult" to call the phone company about services.

By company: This does not vary significantly by company.

By ethnicity/race: The majority of non-customers in each ethnic/racial group say it is somewhat or very easy for them to call the telephone company. LD Hispanic non-customers are more likely to feel it is difficult than others, although even in this group the majority feel it would be easy to do so (percentage saying it is difficult: 28%).

Compared to matched customers: While most non-customers say it would be easy to call the phone company, it is clear that customers find it easier than non-customers: 93% easy for customers vs. 79% easy for non-customers.

Caveat: Care should be exercised in the inferences drawn from the observed difference in ease of calling among customers and non-customers. Many of the non-customers have unpaid bills and it may be this that is causing them to feel it is more difficult to call the phone company. The following page takes those who have had their service disconnected out of the base.

Feelings about Contacting Phone Company

• by Past Experience with Phone Service

	Non-customers						Matched
	Have had service			Not had service			Customers
	<u>Total</u>	<u>Company</u>	<u>Respondent</u>	<u>Total</u>	<u>Tried</u>	<u>Not</u>	<u>Total</u>
	%	disconnected	stopped it	%	to get	tried	%
% of non-customers	65	36	29	35	7	28	
<i>Contacting phone company is —</i>							
Very easy for me	70	59	82	64	66	63	85
Somewhat easy	10	13	6	12	16	11	8
Somewhat difficult	14	20	7	15	8	17	5
Very difficult	7	8	5	9	11	8	2
Difficult	21	28	12	24	19	26	7
Less than very easy	31	41	18	36	34	37	15
Base	(372)	(213)	(156)	(199)	(39)	(159)	(566)

Source: Q.42(MC); Q.27(C)

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Feelings about Contacting Phone Company

Table 4.2

○ By Past Experience with Phone Service

The table opposite shows attitudes toward calling the phone company by past experience with service. It also compares non-customers with the matched customers.

Highlights

While the majority of non-customers who have never tried to get phone service say it would be easy for them to call the phone company, 26% say it would be difficult and this is higher than one sees among matched customers (only 7% say it would be difficult for them to call).

Non-customers who have had service, i.e. were able to, and did, call the phone company to get service, also express more discomfort about calling the phone company than do matched customers. However, among this group, this greater discomfort appears to be due almost entirely to having had the phone company disconnect their service when they wanted to continue. Those who terminated service themselves feel almost as comfortable about calling the phone company as the matched customers.

Reasons Difficult for Respondent to Call Phone Company

	Non-customers					Matched Customers					
	Total	GTE	PB	Hispanic					Total	GTE	PB
				Tot	LD	NLD	Black	White			
	%	%	%	%	%	%	%	%	%	%	%
% Less than very easy to call	33	32	33	35	44	22	30	27	15	12	15
<i>What makes it difficult (volunteered) —</i>											
Language: have to ask for											
Spanish/no Spanish	19	17	19	26	30	10	1	12	12	18	11
Owe them money;											
can't pay bill (c)	19	14	20	18	15	31	17	25	-	-	-
Can't afford it (c)	12	15	12	16	13	24	3	13	2	3	2
Ask for SS#, ID, Papers	9	5	10	14	15	10	6	-	-	-	-
On hold too long (s)	8	11	8	9	9	8	17	-	39	46	38
Can't pay deposit (c)	8	2	9	8	10	-	1	18	-	-	-
Get nowhere/not helpful (s)	8	7	8	6	8	-	21	1	10	9	11
Reps rude/don't listen (s)	7	9	6	8	10	1	3	7	7	7	7
Difficult to find right number;											
confusing (s)	1	1	1	2	-	9	-	-	12	6	12
Cost (c) net	34	29	34	36	33	47	19	44	2	3	2
Service (s) net	25	29	24	23	25	19	52	7	68	67	68
Base	(183)	(91)	(92)	(116)	(84)	(32)	(37)	(23)	(73)	(33)	(40)

Only mentions of more than 8% of Non-Customers or Customers are shown.

Source: Q.42, 43(MC); Q.27, 28(C)

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